



AUSTRALIAN  
PUBLIC LIBRARY  
ALLIANCE



Australian Library and  
Information Association

# LIBRARIES TRANSFORM<sup>®</sup>

## Broad Objectives

- Awareness: Increase awareness of and support for the transforming library.
- Perception: Shift perception of library from “obsolete” or “nice to have” to essential.
- Engagement: Energize library professionals and build external advocates to influence local, state and national decision-makers.

## One Main Idea

Libraries today are not only about what they have for people but also what they do for and with people.

Libraries transform individuals. Libraries transform communities. Libraries transform lives.

## Libraries Transform Key Messages

- Today’s libraries are not just about what we have for people, but also what we do for and with people.
- Libraries transform lives.
- Libraries transform communities.
- Library staff are passionate advocates for lifelong learning.
- Libraries are a smart investment.
- Libraries uphold democracy /Libraries are essential to democracy
- Libraries are the third space

## Libraries Transform Supplemental Messages

- Libraries are at the heart of our communities—a resource for people of any age to find what they need to help improve their quality of life.
- Libraries help people navigate the changing information landscape and equip them with the skills needed to thrive in our digital world.

- Libraries are evolving with these changes in order to serve the public and to continue to fulfill their role in leveling the playing field for all who seek information and access to technologies.
- Libraries are expanding beyond their traditional roles and providing more opportunities for community engagement and delivering new services that connect closely with patrons' needs.
- Library professionals facilitate individual opportunity and community progress.
- Libraries are committed to advancing their legacy of reading and developing a digitally inclusive society.
- Libraries add value in five key areas: education, employment, entrepreneurship, empowerment and engagement.

## **March Theme: Creativity and Reading**

### **Relevant Dates (March)**

- Australian Reading Hour (formerly) – 9 March
- International Special Librarians' Day – 13 April (US)
- World Book and Copyright Day – 23 April
- Preservation Week (US)
- World Hearing Day – 3 March
- International Women's Day – 8 March
- Harmony Week – 15-21 March
- United Nations Day for the elimination of Racial Discrimination – 21 March
- Cultural Diversity Week – 21-28 March

### **Campaign**

#### **Campaign Period**

One month, although elements of the campaign will be ongoing.

#### **Identified market need/want**

- Public who may not be aware of the wide range of activities held within the library including CALD activities, English and LOTE classes, storytime, makerspaces, etc.
- Public who may not be aware of the wide range of resources in various formats held within the library including LOTE resources, audiobooks, eResources, magazines, games, etc.
- Council staff and councillors (and other stakeholders) who may not be aware of the social value of libraries, their contribution to and impact on their communities.

#### **Objective 1**

Raise awareness of library programming.

Desired outcome

- Increase in use of programs and activities provided.

## **Objective 2**

Raise awareness of the broad array of library materials and formats.

Desired outcomes

- Increase in the awareness and use of library materials in all formats.

## **Objective 3**

Raise awareness of the library's role in providing educational opportunities, including social inclusion.

Desired outcomes

- Increase in use of library as a space to connect and learn.

## **Libraries Transform 'Because' Statements**

- Because Libraries transform how you read
- Because Libraries can transform your reading habits
- Because Libraries help you create
- Because Libraries create
- Because Libraries tell stories
- Because Punctuation without imagination makes a sentence, not a story
- Because Libraries help you to discover
- Because you are given the freedom to Read
- Because eBooks let you read anywhere
- Because audiobooks turn commutes into adventures
- Because building a better world starts with literacy

## **Ideas and suggestions**

- Use Libraries Transform Because..... As your screen savers
- Encourage community participation in library's programming. Start with a youth forum, or a CALD event
- Hold a 'come and try' day, where various activities are stationed in the library and the public can try each to see what is available.
- Start a new bookclub – 'Gold Card Club', 'Junior Readers', 'Men's Shed', etc.

- Plan a program of activities that demonstrate how the library meets the needs of each group of your community from reading to your child sessions through to planning for retirement.
- Use this as a month to liaise with other educational institutions. Offer tours of your library to their staff so they know what's available, or offer to speak to one of their staff meetings.
- Attend childcare centres, schools, aged care facilities. Take a selection of resources for them to borrow and join them up to your library
- When users attend or register for programs, ask if they're members, if they're not give them a brochure or membership form and explain the benefits of membership.
- Check the message on your telephone system for when callers are put on hold. Promote new services and finish with the key message 'Libraries Transform Your World'
- Look to run library orientation sessions and invite existing and potential users/members to show them around the library and what programs and resources are available.
- Work with your council or local real estate agents and include information on library in the "New Resident's Kit" - or send your brochure/membership form with a friendly covering letter to new residents inviting them to visit the library.
- Promote your services within your own organisation. Email to colleagues reinforcing that you and your library are resources that are available to make your colleagues' jobs easier, especially those in the community services area.
- Check with your Human Resources department & ensure the library is included in any staff orientation programmes.
- Contact your community newspaper/radio station or association's journal or local council newsletter to celebrate and advertise all the programming and positive stories created in your library.
- And don't forget to create and display Libraries Transform posters and social media tiles for your library.

## **Campaign Resources**

Campaign templates can be found on the Libraries Transform [website](#). These are fully customizable for your use.

## **Media Release**

Following is a draft Media release you can make your own. Just insert your details.

## **Acknowledgement**

This toolkit was adapted from the NSW @ Your Library Campaign and ALA Libraries Transform Campaign

## Draft Media Release

### Reading and Creativity Goes beyond books

Libraries play a crucial role in fostering creativity and promoting reading habits within communities. During March, [insert name] Library will be showcasing their programs and resources and how libraries can transform your world.

Libraries play a crucial role in promoting literacy by offering programs and resources for readers of all ages. From early literacy programs for young children to adult literacy initiatives, libraries provide support and guidance to individuals looking to improve their reading skills.

Libraries also provide access to a wide range of media, including books, magazines, newspapers, e-books, audiobooks, films, music, and digital resources. This diversity exposes individuals to different perspectives, genres, and styles, sparking creativity and expanding their understanding of the world.

Libraries serve as hubs of creativity, offering spaces for individuals to explore, discover, and create. From hosting author talks and workshops to providing resources for DIY projects and multimedia production, libraries inspire people to unleash their creative potential. Offering programs and resources to support learning and skill development in various fields, including writing, filmmaking, graphic design, and more. By providing access to instructional materials, workshops, and expert guidance, libraries empower individuals to enhance their creative abilities.

Reading has the power to inspire, empower, and transform individuals' lives. By providing access to reading materials that reflect diverse experiences and perspectives, libraries empower readers to explore new ideas, broaden their horizons, and grow personally and intellectually.

Libraries are essential for promoting reading and creativity by providing access to diverse materials, supporting lifelong learning, fostering critical thinking, facilitating community engagement, empowering individuals, and preserving cultural heritage.

Libraries Transform has the power to inspire, empower and transform individuals' lives by providing dynamic spaces that not only provide access to a wealth of resources but also actively promote creativity, reading, and lifelong learning within communities

[Insert name] Library is open [insert days and times]  
Contact: [insert name] about [insert planned activities]

For further media information, contact:  
[Insert media contact and phone number]